ANNOUNCING A NEW WEEKLY MAGAZINE

THE NEW YORKER

* * *

THE NEW YORKER will be a reflection in word and picture of metropolitan life. It will be human. Its general tenor will be one of gaiety, wit and satire, but it will be more than a jester. It will not be what is commonly called radical or highbrow. It will be what is commonly called sophisticated, in that it will assume a reasonable degree of enlightenment on the part of its readers. It will hate bunk.

As compared to the newspaper, The New Yorker will be interpretive rather than stenographic. It will print facts that it will have to go behind the scenes to get, but it will not deal in scandal for the sake of scandal nor sensation for the sake of sensation. Its integrity will be above suspicion. It hopes to be so entertaining and informative as to

ings, goings and doings in the village of New York. This will contain some josh and some news value.

The New Yorker will carry each week several pages of prose and verse, short and long, humorous, satirical and miscellaneous.

The New Yorker expects to be distinguished for its illustrations, which will include caricatures, sketches, cartoons and humorous and satirical drawings in keeping with its purpose.

The New Yorker will be the magazine which is not edited for the old lady in Dubuque. It will not be concerned in what she is thinking about. This is not meant in disrespect, but The NewYorker is a magazine avowedly published for a metropolitan audience and thereby will escape an influence which hampers most national publications. It expects a considerable national circulation, but this will come from persons who have a metropolitan interest.

The New Yorker will appear early in February
The price will be: Five dollars a year
Fifteen cents a copy
Address: 25 West 45th Street, New York City

Advisory Editors

RALPH BARTON
HEYWOOD BROUN
MARC CONNELLY
EDNA FERBER
REA IRVIN
GEORGE S. KAUFMAN
ALICE DUER MILLER
DOROTHY PARKER
LAURENCE STALLINGS
ALEXANDER WOOLLCOTT

H. W. ROSS, *Editor*